

## CLAIMS

### *What is claimed is:*

- 1 1. A method for propensity-based sorting of individuals, comprising the steps  
2 of:
  - 3 (a) creating a model;
  - 4 (b) calculating a score for a plurality of individuals based on the model, wherein  
5 the score indicates a propensity; and
  - 6 (c) sorting the individuals based on the score.
- 1 2. The method as recited in claim 1, wherein the individuals are sorted by  
2 ranking the same.
- 1 3. The method as recited in claim 1, wherein the individual information  
2 includes information on a purchase intent for a particular product.
- 1 4. The method as recited in claim 1, wherein the model sets forth a plurality of  
2 characteristics and a weight of each of the characteristics for calculating the  
3 score.
- 1 5. The method as recited in claim 1, wherein the information is received  
2 utilizing a network.
- 1 6. The method as recited in claim 1, wherein the network includes the Internet.
- 1 7. A computer program product for propensity-based sorting of individuals,  
2 comprising:
  - 3 (a) computer code for creating a model;
  - 4 (b) computer code for calculating a score for a plurality of individuals based on  
5 the model, wherein the score indicates a propensity; and
  - 6 (c) computer code for sorting the individuals based on the score.

1 8. The computer program product as recited in claim 7, wherein the individuals  
2 are sorted by ranking the same.

1 9. The computer program product as recited in claim 7, wherein the individual  
2 information includes information on a purchase intent for a particular  
3 product.

1 10. The computer program product as recited in claim 7, wherein the model sets  
2 forth a plurality of characteristics and a weight of each of the characteristics  
3 for calculating the score.

1 11. The computer program product as recited in claim 7, wherein the information  
2 is received utilizing a network.

1 12. The computer program product as recited in claim 7, wherein the network  
2 includes the Internet.

1 13. A system for propensity-based sorting of individuals, comprising:  
2 (a) logic for creating a model;  
3 (b) logic for calculating a score for a plurality of individuals based on the model,  
4 wherein the score indicates a propensity; and  
5 (c) logic for sorting the individuals based on the score.

1 14. The system as recited in claim 13, wherein the individuals are sorted by  
2 ranking the same.

1 15. The system as recited in claim 13, wherein the individual information  
2 includes information on a purchase intent for a particular product.

1 16. The system as recited in claim 13, wherein the model sets forth a plurality of  
2 characteristics and a weight of each of the characteristics for calculating the  
3 score.

1 17. The system as recited in claim 13, wherein the information is received  
2 utilizing a network.

1 18. The system as recited in claim 13, wherein the network includes the Internet.

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